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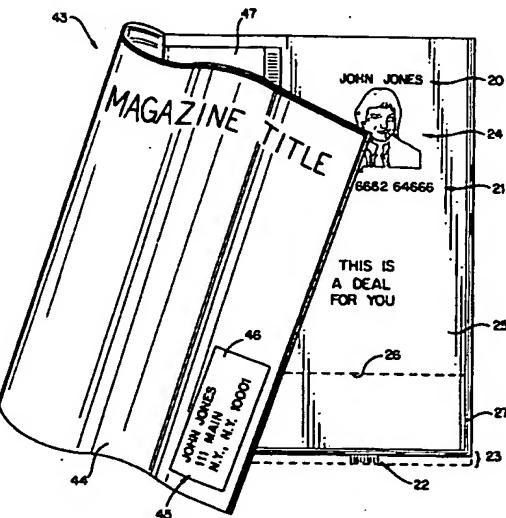
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(54) **Method and apparatus for forming books.**

(57) A method and apparatus provide for the personalization of magazines and like "book" publications. A book (43), having a cover (44) which provides address information (45), is formed from a number of signatures (25). This is accomplished by automatically printing at least one personalized signature with variable personalized printing (20, 21, 22) (such as by ion deposition), assembling the personalized signature with at least one other signature, detecting the personalized printing on the personalized signature (as by optically scanning OCR characters), and in response to such detecting, printing address information on the cover. The personalized printing can be the addressee's name, photograph, or identification number. The personalized signature may be assembled with other business documents (47), such as a business reply envelope, and may be perfed to provide a return form (27). Alternatively, complete address information may be printed on the signature and die cut window (48) formed in the cover, through which the address information is visible once the book is assembled. All of the books having address information with common postal codes are produced in a sequence -- regardless of the demographic form of the signature that has been

personalized -- so as to maximize the chances for securing a minimum postal rate.

FIG. 3





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EUROPEAN SEARCH REPORT

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DOCUMENTS CONSIDERED TO BE RELEVANT			CLASSIFICATION OF THE APPLICATION (Int. Cl.5)
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	
P, X	EP-A-0 439 257 (KENRICK & JEFFERSON) * column 1, line 29 - column 3, line 1; claims; figure *	1, 2, 3, 4, 6, 7, 11	B41F17/02 B65H39/02
X	EP-A-0 341 524 (JOS. HUNKELER AG FÜR GRAFISCHE MASCHINEN) * column 5, line 41 - column 6, line 49; claim 1; figures *	1-4, 6, 7, 10	
X	DE-A-3 132 765 (KUHLMANN) * page 7, column 3 - page 8, column 24; figure *	1-4, 6, 9, 12	
A	US-A-3 982 746 (O'BRIEN ET AL.) * abstract; figures *	1, 12	
A	US-A-5 029 830 (QUADRACCI) * column 6, line 37 - column 7, line 14 *	1, 8, 10, 11	
A	EP-A-0 303 203 (WORLD COLOR PRESS) * abstract *	11	TECHNICAL FIELDS SEARCHED (Int. Cl.5)
A	US-A-5 028 192 (LINDSAY ET AL.) * abstract *	11	B41F B65H B42C

The present search report has been drawn up for all claims			
Place of search	Date of completion of the search	Examiner	
THE HAGUE	29 DECEMBER 1992	HAGBERG A.M.E.	
CATEGORY OF CITED DOCUMENTS		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons ----- & : member of the same patent family, corresponding document	
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document			